



Department	14 Tourism
Course Title	Women in Tourism: gender equality, female leadership and new role models
Hours per week (SWS)	2
Number of ECTS Credits	3
Learning Outcomes	After the seminar, the students should be able to: - Describe the gender inequalities of the tourism sector; - Understand the dynamics and mechanisms that justify or support gender imbalance (e.g. gender pay gap, weak salary negotiation, etc.); - Understand the different solutions and get in touch with new role models in the tourism sector; - Critically reflect on their role as future leaders in the tourism sector and on the prejudices or barriers they will need to overcome.
Prerequisites	
Recommended Reading	
Teaching Methods	seminar style
Assessment Methods	
Language of instruction	English
Name of lecturer	Prof. Dr. Anna Scuttari
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Link	

Course Content

Gender equality is among the UN Sustainable Development Goals (SDG 9), but there is still a long way to go to achieve it. This seminar focusses on the existing barriers to achieve gender equality in tourism and highlights current good practices of (female) leadership and new role models in the tourism sector. The tourism labor market is characterized by both horizontal and vertical gender segregation and is far away from meeting gender equality goals. According to the academic literature, there is a perceivable difference between jobs performed typically by men and by women (horizontal segregation). Additionally, career paths are different (vertical segregation), with more possibility for men than for women to reach management or board positions. The gender pay gap and the dynamics of salary negotiation are discussed in this context, as they increase the imbalance and inequalities. Notwithstanding these barriers, new forms of leadership already exist in the tourism industry. They encourage the development of new role models and help future (female) workers to face the glass ceiling effect and become new leaders. The seminar has the ultimate goal to critically stimulate discussion and to raise awareness about gender equality in tourism and to shed a light on successful examples of career and personal development for tourism experts.

Remarks

